



**MICHIGAN**  
**HOUSE OF REPRESENTATIVES**  
P.O. Box 30014  
LANSING, MICHIGAN 48909-7514

**MINUTES OF THE JOINT COMMITTEE ON  
AGRICULTURE AND TOURISM AND OUTDOOR RECREATION**

**Wednesday, March 22, 2017      12:00 p.m.      Room 327 House Office Building, Lansing**

**The House Standing Committee on Tourism and Outdoor Recreation was called to order by Chairwoman Hughes.**

Representative Barrett, Chair, called the Committee on Agriculture to order.

**MEMBERS PRESENT: Representatives Barrett, Alexander, Lauwers, Howell, Albert, Calley, Frederick, Elder, Kivela, Phelps, Sabo, Sneller.**

Representative Frederick made a motion to adopt the minutes from the meeting held on March 15, 2017. No objections being offered, the minutes were accepted as presented.

A presentation from Scott Graham of the Michigan Brewers Guild covered the following topics: Michigan breweries; Michigan breweries as a destination and side trip; craft beer; Pure Michigan support; Michigan hops; the Michigan Hop Industry; 2016 Michigan Hop Acreage; Michigan Barley; Michigan Malting Barley Industry; Barley Harvested 1910-2015; Michigan Barley Acreage; Michigan Malthouses; Hop & Barley Opportunities; Hop & Barley Challenges; and supporting Michigan breweries and related industries.

Brian Lesperance provided a presentation on behalf of the Michigan Wine Growers Association.

Steve Thelen, representing the Michigan Association of Fairs and Exhibitions (MAFE) discussed the MAFE mission statement; Associate members, MAFE promotion of Michigan county fairs and fairground facilities; various fairground activities;

Matt Blakely, representing the Michigan Department of Agriculture and Rural Development (MDARD) reviewed the new Michigan Agriculture magazine.

Beth Hubbard, representing Michigan Agritourism, spoke to the Committees regarding: Michigan Agritourism is a nonprofit association that supports the agritourism industry through promotion, education, advocacy, problem resolution and networking; Michigan's Agritourism Goals; a key promotional piece; strong social media presence; new 2016 website; Member perspectives; Trends in Agritourism-Growing Sector; Local Trends in Tourism; diversification; growth of activities; Experience trends; challenges for Agriculture; Challenges for Agritourism regarding qualified labor and costs; safety, regulations; zoning rules; and a Critical intersection for Michigan.

Jared Rapp, representing the Traverse City Whiskey Company (in operation since 2006), discussed: 125 wineries; economic impact; 5,000 people work in breweries; spirits exports;

Michigan distilleries; Michigan products used in whiskies; malt whiskey development; high capital intensive industry; distillery cap; local level restrictions and effect on distilleries; transportation for visitors; markup on product sold in Michigan and tax rate; and spirits clubs.

The Chair stated that the Committee would stand at ease, the time being 1:15 p.m.

Chairwomen Hughes adjourned the Tourism and Outdoor Recreation meeting, the time being 1:15 p.m.

Chair Barrett reconvened the meeting at 2:45 p.m.

There being no additional business before the Committee, Chair Barrett declared the meeting adjourned, the time being 2:46 p.m.

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Representative Tom Barrett, Chair,

Catherine Petroskey, Committee Clerk (517) 373-8538